

ABSTRACT OF THE DISCLOSURE

An advertising device is provided having a bumper sticker assembly and an insulation assembly. The bumper sticker assembly has a first side that is semi-resistant to adhesives and a second side having an adhesive applied thereto. The
5 insulation assembly has a flexible, planar insulation member and a panel of release material coupled thereto. Prior to use, or for storage, the advertising device is kept flat with the bumper sticker assembly releasably coupled to said release material. The advertising device may be used as a cup holder by removing a portion of the insulation assembly, thereby exposing a strip of adhesive, wrapping the advertising
10 device around a container and adhering the strip to the bumper sticker assembly first side. Alternatively, the entire insulation assembly may be removed and the bumper sticker assembly may be used as a traditional bumper sticker.